

AED/Egypt – Energy and Environment Training IQC

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Quarterly Report

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Task Description

The purpose of this Task Order is to assist the Egypt Environmental Policy Program (EEPP) partners – the Egyptian Environmental Affairs Agency (EEAA), the Organization for Energy Planning (OEP), and the Tourism Development Authority (TDA) – by providing technical expertise to design, implement, and evaluate public awareness, training and education activities in support of environmental policy measures. The EEPP is a four-year (1999-2003) program to support policy, regulatory, and institutional reforms that promote environmental quality and protect natural resources. The three primary campaigns focus on issues related to energy efficiency, solid waste management, and sustainable tourism. Activities focus on developing and applying public awareness, education, training, and social marketing strategies; methods and tools tailored to specific policy constraints and opportunities in industrial pollution, municipal solid waste management, energy efficiency, urban air, and sustainable tourism. The outcome of these interventions will be the enhancement of individual, group and institutional behaviors that better support policies and practices safeguarding environmental quality in Egypt.

At the broadest level, this assistance will contribute to USAID/Egypt's Strategic Objective No. 19, Management of the Environment and Natural Resources, in targeted sectors. AED provides a vehicle for further progress in achieving the policy measures in the USAID funded Egyptian Environmental Policy Program.

Activities - Personnel

During this quarter, based upon the work plans submitted in October 2000, the field staff, along with technical assistance and local consultants, focused on implementation of all project components. These include research, development of mass communications and public affairs activities, environmental education, and project administration.

Mr. Hany El Shahat El Bakry joined AED staff in September as a part-time graphic designer consultant. He has previously designed CD-ROMs for another EEPP counterpart, the Red Sea Sustainable Tourism Initiative.

Ms. Neveen Abushadi has been hired as a communications and education consultant. Her responsibilities will include capacity building with the three Egyptian government partner agencies to EEPP (EEAA, TDA, and OEP) and assistance with educational activities in support of Agenda 21 for sustainability. Her past experience includes working in the EEAA policy support unit.

Ms. Marwa Mohsen has been hired on a consultant basis as a part-time editor of Arabic documents. She has previously worked with Nexant.

Mr. Mohamed Shaheen continued to use his education benefits for advanced training by attending courses in computer networking administration.

Ms. Seftab Jabi's responsibilities have been extended to include coordination of media relations and events, in addition to administrative support. She will work closely with Mr. Tarek Abdel Haye in organizing public awareness campaigns, contacting media representatives, and writing press releases.

Dr. Irma Allen completed her third planned consulting visit in August. She traveled to Alexandria and the Red Sea Governorate communities to continue organizing committees and to conduct training for the environmental awards scheme. Dr. Allen worked closely with AED consultants Dr. Sherif Kandil and Eng. Hany Farid.

Ms. Lourdes Loch-Martinez, Deputy Director for the Center for Environmental Strategies at AED/DC spent two weeks in July at the AED/Egypt office in order to interface with the financial management, conduct training of new personnel, and provide support in the contracts and procurement function.

Key Accomplishments/Issues

Work Plan

SUBTASK A – ENERGY EFFICIENCY: Nexant/Office of Energy Planning (OEP)

Public Awareness and Participation

AED is sponsoring the publication of one thousand copies of the proceedings of the energy efficiency seminar that was hosted by *Al Ahram* newspaper in June 2001 and attended by the Minister of State for Environmental Affairs, the Minister of Electricity, and the Minister of Petroleum. The Arabic transcript appeared in four parts, each with a full page of coverage, throughout the newspaper's Friday editions in August and September. AED translated the document and is preparing the proceedings in English and in Arabic for publication as a booklet in October.

The energy efficiency seminar proceedings will be distributed, among other places, at an influentials workshop that will be hosted by *Al Ahram* in collaboration with Nexant and AED. The workshop will address the issue of government subsidization policies to encourage energy efficiency and will be held in Cairo in October. The Minister of Petroleum is expected to attend.

AED consultant Dr. Sherif Kandil organized and facilitated a series of executive sessions with Nexant staff and seven of the top experts in Egypt on energy efficiency. As a result of these meetings, a set of twelve fact sheets is being prepared as part of a press kit for journalists. The fact sheets will be distributed at a journalists workshop that is scheduled to take place in Cairo in October.

The International Conference on Sustainability has been postponed until March 2002. AED, in cooperation with Nexant, sponsored an exhibit and will sponsor a conference session on energy efficiency.

AED, in collaboration with Nexant, prepared a strategic communications plan to follow-up on previous efforts and to support the work plan for achieving Objective #10 of the EEPP Tranche II policy matrix.

Formal and Informal Education

Development of an Energy Efficiency Learning Supplement for preparatory and secondary schools in Egypt continued with AED consultants Dr. Hassan Abou Bakr, Dr. Hala Adel, and Mr. El Moatez Belah. The final draft will be submitted for technical review by the EEPP counterparts in the next quarter. The learning supplement will focus on three areas -- buildings, transportation, and industry -- with emphasis on alternative technology. It will combine fact sheets, background papers, and interactive classroom activities.

SUBTASK B – SOLID WASTE MANAGEMENT: Egyptian Environmental Affairs Agency

Public Awareness and Participation

In July, Dr. Hala Adel, with the assistance of AED logistics coordinator Ms. Magda Gomaa, conducted one-day workshops for twenty-eight teachers in Damietta and forty-seven teachers in Daqahliya governorates on the Solid Waste Management Learning Supplement. The workshops included lectures on the content of the learning supplement, instructions on the use of the accompanying CD and transparencies, and hands-on practice in conducting the supplement's learning activities.

From July 24-26, EEPP sponsored an ISO 14001 Implementation Workshop in Cairo for businesses in the industrial sector. Representatives from 38 companies attended the event, which discussed the necessary measures for implementing ISO14001 and showcased model, compliant companies. In support of the event, AED produced informational brochures in English and Arabic on the ISO 140001 program and distributed them at the workshop. In addition, AED provided extensive media coverage of the event and organized a special press conference after the event with several Egyptian businesses showcased as models. Mr. Tarek Abdel Haye and Ms. Seftab Jabi supervised AED's role in this activity.

The privatization of solid waste management in Alexandria contracted to the French company, Onyx, is in the pre-operational stage. In preparation for full implementation, AED consultant Dr. Sherif Kandil developed a general information brochure for public distribution and a fact sheet for inclusion with electric bills. Since the start-up time for Onyx was delayed until fall 2001, the necessary information to complete both the brochure and fact sheet was not released. However, drafts of the documents were shared with senior officials in the Alexandria governorate and they were enthusiastic about producing these communication products in the future.

Continuing with the development of an Awards Scheme for social mobilization on environmental issues in Alexandria and the Red Sea Governorate communities, AED consultant Dr. Irma Allen returned for her third trip in August. The purpose of this trip was to prepare materials to orient educators on conducting projects for the awards scheme. In Alexandria, Dr. Sherif Kandil

organized meetings with key officials in education and business, as well as relevant government officials. An executive committee was formed to manage the program, led by the Chairman of the Popular Council of Alexandria Governorate, Dr. Abou Akkada. In September, two orientations on the awards scheme were held, one attended by one hundred and fifty environmental education leaders and government officials, and the second by twenty top business leaders. The official launching of the awards scheme will take place in October in a press conference that will be attended by the Chairman of the City Council and, possibly, the Governor of Alexandria.

In the Red Sea Governorate, AED consultant Eng. Hany Farid organized meetings with committees in the communities of Ras Ghareb, Hurghada, Port Safaga, and Al Quseir. In September, two hundred and fifty schoolteachers attended a capacity building seminar, conducted by Hany Farid and the Red Sea Education Directorate, on implementing the Awards Scheme for solid waste management and energy efficiency projects. Distribution of entry forms in both Alexandria and the Red Sea Governorate will begin in October. Dr. Allen will return for one more visit in the fall to conduct further training and capacity building seminars for operationalizing the Awards Scheme.

AED is one of the sponsors for a workshop entitled “National Codes, Standards, and Legislation for Plastic Recycling” that will be held in Alexandria on October 13 and 14. The two-day workshop will address the following topics: general principles of solid waste management; plastics as a solid waste issue; methods and kinds of plastic recycling; development of environmental legislation; and the promotion of national goals, standards, and legislation for plastic recycling. Speakers from Europe and the US have been invited to share their experiences in this field. Dr. Sherif Kandil is coordinating AED’s participation in the event.

In preparation for the EEAA retreat on communications strategic planning that is scheduled to take place in January 2002, Mr. Tarek Abdel Haye is conducting a needs assessment for EEAA’s public awareness department. A summary report of the interviews held with every department head in EEAA and every member of the public awareness department will be compiled.

Starting in September 2001, Ms. Magda Gomaa began conducting on-going capacity building sessions with EEAA staff on the logistics of organizing workshops. This partnering/monitoring strategy began with public awareness workshops for the Environmental Protection Fund’s second year of requests for grant proposals.

Mr. Tarek Abdel Haye is organizing a multi-faceted public awareness campaign to generate interest in participating in the next round of the Environmental Protection Fund’s project competition. The campaign utilizes newspaper articles, radio and television broadcasts, special inserts in magazines, and seminars with NGOs and business groups. Ms. Seftab Jabi assists in this effort with coordination of media relations.

Formal and Informal Education

EEAA requested a series of educational videos to be produced on solid waste management, energy efficiency, and the Red Sea. These videos are currently in production and will be completed in the next quarter.

Dr. Ahmed Hamza, the Senior Advisor to the Minister of Environment, has asked AED to translate and publish a World Bank technical book on sanitary landfills for solid waste management. The book's text and graphics have been edited by Dr. Sameh Abdel Gawad, and this revised Arabic version is awaiting licensure approval by USAID and the World Bank. Publication is scheduled for the upcoming quarter.

Environmentally Friendly Industrial Cities, authored by Dr. Ahmed Hamza, is in the final stages of production and will be printed in the next quarter. One thousand copies will be distributed to policy makers and industry leaders in Cairo and Alexandria.

The Arabic/English Environmental Business Directory, compiled by PSU, is in the design and layout phase of publication. Three thousand copies will be distributed to government agencies, NGOs and businesses.

SUBTASK C – RED SEA: Tourist Development Authority/Red Sea Governorate/Egyptian Environmental Affairs Agency

Public Awareness and Participation

AED contracted with a local media production firm, Image House, to develop a state-of-the-art brochure on the Red Sea Protectorates and a CD-ROM on Red Sea ecosystems. The CD is in its final stage of production and 1000 copies will be distributed with the Red Sea Learning Supplement next quarter. Five thousand copies of the brochure have been published and are being distributed throughout the Red Sea Governorate to hotels, resorts, NGOs, schools, and protectorate offices.

Following up on a request from the Tourism Development Authority, AED produced twenty-five more outdoor signs for TDA properties in the Red Sea Governorate to complement the fifty AED already produced. TDA provided maps of locations for sign installation, which will be completed in fall 2001.

One large Wadi El Gemal entrance sign and forty mangrove outdoor signs displaying protectorate regulations and environmentally-friendly visitor behaviors were approved and installed in September. These were produced for the EEAA Protectorates office in Hurghada on the Red Sea.

EEAA, the World Bank, and AED collaborated on a Red Sea Clean-up Campaign that took place at the end of July. AED's consultant, Eng. Hany Farid, coordinated the effort with schools, dive shops, and the EEAA Protectorates office in Hurghada. AED provided logistical support, publicity, transportation, and tools for participants in the five-day clean-up effort. Fifty-five preparatory school students attended a Project AWARE environmental training course before the clean-up, which took place around the students' school and in Fishermen Village, a town near Hurghada, with the participation of the local community. Simultaneously, an underwater cleaning campaign took place in cooperation with volunteers from local diving centers. A boat trip for underwater waste collection was organized, and dive centers encouraged their customers

to take part in the clean-up over the five-day period. Media coverage of the event included articles in all major national newspapers, in addition to television programming.

Formal and Informal Education

The Red Sea Learning Supplement, developed by AED consultants Dr. Hassan Abou Bakr, Dr. Hala Adel, and Mr. El Moatez Belah, is undergoing a technical review by the EEPP counterparts and the book will be submitted for design and layout for publication in the next quarter. The learning supplement includes four chapters, each with background papers, fact sheets and age-appropriate classroom activities.

SUBTASK D – GREEN CORNER/Integrated Care Society

Formal and Informal Education

The Ministry of State for Environmental Affairs and the Chief Executive Officer of EEAA requested AED to organize a national poster contest for Agenda 21 in anticipation of Rio+10 in Johannesburg in 2002. The Integrated Care Society and the Green Corner library network will manage the national contest. AED will provide technical assistance through consultants Neveen Abushadi and Dr. Hala Adel for organizational, logistical, and promotional support.

SUBTASK E – EGYPTIAN ENVIRONMENTAL POLICY PROGRAM

Public Awareness and Participation

From July 27-August 15, 2001, AED sponsored a capacity building institute for twenty NGOs attended by thirty participants involved in the field of environmental education representing fourteen different governorates. With logistical support from AED's Magda Gomaa, Dr. Hassan Abou Bakr, Dr. Hala Adel, Mr. El Moatez Belah, and Mr. Ashraf Maher conducted the workshop, which took place in Cairo and Ras Sadr. The intensive three-week program included training on organizing environmental workshops, developing communication skills, sharing success stories, learning new environmental education activities, and exchanging ideas for activities.

Mr. Tarek Abdel Haye, Ms. Magda Gomaa and Ms. Nermine Osman are coordinating AED's activities for the Environment 2001 Conference at the end of October. AED is providing technical support and informational materials for the EEPP exhibit space, as well as creating an AED booth on public awareness and communication support for the Egyptian Environmental Policy Program.

The final review process for the first edition of the EEPP newsletter was completed in September. Three thousand copies of the Arabic/English EEPP newsletter were published and distributed to stakeholders interested in environmental issues. The newsletter features each of the agencies and counterparts in the EEPP program as well as contractor activity. Mr. Tarek Abdel Haye, Ms. Nermine Osman, and Ms. Patricia Kubala managed the publication of the newsletter, and Ms. Seftab Jabi organized its distribution.

The regular weekly bulletin of newspaper clippings of articles on the environment from nine newspapers continues to be distributed to influential policy leaders. Ms. Nermine Osman manages this process and maintains the database, which, as of September 2001, includes content analysis of the articles.

AED is participating with agency and contractor working groups in the Tranche II work planning process for each policy measure. The goal is to integrate public awareness, communication, and education in support of each policy measure in the program.

Monitoring and Evaluation

AED is now accepting proposals for a marketing research plan to identify mechanisms for revenue generation to support the sustainability of the Environmental Protection Fund. In July, AED completed baseline documentation of the Fund's first year of grant projects by conducting site-visits and providing broadcast quality digital videographic records that can later be transferred as case studies to CD-ROM.

Planned Activities/Travel

- Outdoor signage will be installed on TDA properties in the Red Sea Governorate.
- The second edition of the EEPP newsletter will be published and distributed.
- The Red Sea Learning Supplement will be published.
- The Red Sea CD-ROM will be completed and distributed with the Red Sea Learning Supplement.
- The Energy Efficiency Learning Supplement will be published.
- Three educational videos will be produced on solid waste management, energy efficiency, and the Red Sea.
- The World Bank book on guidelines for sanitary landfills will be published in Arabic.
- *Environmentally Friendly Industrial Cities* will be published in Arabic.
- The Environmental Business Directory will be published in English and Arabic and distributed at the Environment 2001 Conference in October.
- The Conference on Plastic Recycling will take place in October.
- Twelve energy efficiency fact sheets for a journalist press kit will be completed and distributed at a journalist workshop in October.
- An influentials workshop on government subsidization policies to encourage energy efficiency will be held in October.
- The proceedings of the seminar on energy efficiency hosted by *Al Ahram* in June will be published in English and Arabic.
- The Agenda 21 national poster contest will be organized and launched.
- A Green Corner workshop will be held in Cairo in October.
- A 3-day workshop for lawyers on Law 4/1994 for the environment will be held in Cairo.
- A Solid Waste Management Learning Supplement workshop will be held for teachers in the Cairo Governorate.

- Dr. Irma Allen will return in October for further training and program support for the Awards Scheme in Alexandria and the Red Sea Governorate and begin preparations for an awards scheme in the EEAA Middle Delta Regional Branch Office in Tanta.
- Mr. Keith Wheeler will visit as a consultant on interpretative programs for the planned international visitor's center in the Red Sea.

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April - June 2001

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Task Description

The purpose of this Task Order is to assist the Egypt Environmental Policy Program (EEPP) partners – the Egyptian Environmental Affairs Agency (EEAA), the Organization for Energy Planning (OEP), and the Tourism Development Authority (TDA) – by providing technical expertise to design, implement, and evaluate public awareness, training and education activities in support of environmental policy measures. The EEPP is a four-year program to support policy, regulatory, and institutional reforms that promote environmental quality and protect natural resources. The three primary campaigns focus on issues related to energy efficiency, solid waste management, and sustainable tourism. Activities focus on developing and applying public awareness, education, training, and social marketing strategies; methods and tools tailored to specific policy constraints and opportunities in industrial pollution, municipal solid waste management, energy efficiency, urban air, and sustainable tourism. The outcome of these interventions will be the promotion of individual, group and institutional behaviors that better support policies and practices safeguarding environmental quality in Egypt.

At the broadest level, this assistance will contribute to USAID/Egypt's Strategic Objective No. 19, Management of the Environment and Natural Resources, in targeted sectors. AED provides a vehicle for further progress in achieving the policy measures in the USAID funded Egyptian Environmental Policy Program.

Activities - Personnel

During this quarter, based upon the work plans submitted in October 2000, the field staff, along with technical assistance and local consultants, focused on implementation of all project components. These include research, development of mass communications and public affairs activities, environmental education, and project administration.

Mr. Tarek Abdel Haye joined the AED staff as a communications consultant, assuming the position of Communications Manager. Mr. Haye previously worked with another AED project under the US/Egypt Partnership, Subcommittee III on Human Resources and Economic Development. Mr. Haye brings a long history of experience in the communication, education, and training field in Egypt.

Ms. Iman Choucri became the new financial manager upon the departure of Ms. Nour Hoda Adeel, 1 June 2001. Ms. Choucri previously provided financial expertise on the AED Learn Link project as well as other financial and accounting positions.

Ms. Nathalie Augustin, Procurement Specialist for the AED office, increased her responsibilities from procurement and contracts to include office operations, personnel and management.

Mr. Dan Hallett vacated the position of Deputy Chief of Party with the end of his contract on 4 June 2001.

Ms. Nermine Osman assumed greater responsibility in her newly defined role as communications assistant. She provides technical support to the communications activities and works closely with the communications manager.

Ms. Dalia Bahaa Moussa joined the AED staff as the new administrative/financial assistant providing technical support for office and fiscal management.

Ms. Nermine Osman took advantage of the education benefits for a course on Advanced Word applications and Mr. Mohamed Shaheen used his benefits for advanced training in computer networking capabilities.

Dr. Orlando Hernandez, senior researcher in AED/DC, visited the project office in April. He provided leadership in conceptualizing a research strategy for Tranche 2 of the Egyptian Environmental Policy Program.

Dr. Irma Allen completed her second planned consulting visit in April/May. She traveled to Alexandria and the Red Sea Governorate communities to continue organizing committees and conducting training for the environmental awards scheme. Dr. Allen worked closely with AED consultants Dr. Sherif Kandil and Eng. Hany Farid.

Mr. Richard Bossi, Vice-President and Director of AED/DC's Center for Environmental Initiatives, conducted a management site-visit to Cairo, Hurghada and Alexandria. During his 10 day visit in April, he interfaced with USAID and EEPP partner contractors concerning AED's role in Tranche 2.

Key Accomplishments/Issues

Work Plan

SUBTASK A – ENERGY EFFICIENCY: Nexant/Office of Energy Planning (OEP)

Public Awareness and Participation

AED/Egypt supported an executive seminar on energy efficiency in collaboration with Nexant, technical assistants to OEP, and Al Ahram, the largest newspaper in Egypt. Three Ministers led the discussions, the Minister of Petroleum, the Minister of Electricity, and the Minister of State for Environmental Affairs. Over 100 participants attended the one-day event representing industry, investors, professionals in the energy field, and university professors. AED consultants Dr. Sherif Kandil and Mr. Tarek Haye provided technical assistance in the development and design of the seminar. AED also contracted for simultaneous translation, a videographer and photographer. A special feature was supported by AED for the Friday edition of Al Ahram newspaper with a distribution of 1.2 million copies. Front-page coverage of the event was carried in Al Ahram. This was a milestone event in support of the EEPP policy measure on a national energy efficiency strategy. The event allowed high-level decision-makers and

influentials to participate in a discussion about the need for a national energy efficiency strategy and to communicate the process the Energy Efficiency Council followed in developing a draft strategy. The next step will be to circulate the draft National Energy Efficiency Strategy.

Dr. Sherif Kandil, AED consultant, organized and facilitated a series of executive sessions with seven of the top experts in Egypt on energy efficiency and Nexant staff. After a series of meetings, it was determined that a set of twelve fact sheets should be prepared as part of a press kit for journalists. A workshop for journalists would accompany the release of the fact sheets. Each member of the ad hoc group was assigned topics and prepared fact sheets according to an agreed template. The fact sheets then went through technical review and revision, design and layout, and the EEPP pre-print review and approval process. Publication is scheduled for July.

AED, in collaboration with Nexant, is tasked to prepare a strategic communications plan to follow-on previous efforts and continue into EEPP Tranche 2.

Formal and Informal Education

Development of an Energy Efficiency Learning Supplement for preparatory and secondary schools in Egypt continued with AED consultants Dr. Hassan Abou Bakr, Dr. Hala Adel, and Mr. El Moataz. The learning supplement will focus on three areas, buildings, transportation, and industry with emphasis on alternative technology. It will combine fact sheets, background papers, and interactive classroom activities.

SUBTASK B – SOLID WASTE MANAGEMENT: Egyptian Environmental Affairs Agency

Public Awareness and Participation

The privatization of solid waste management in Alexandria contracted to the French company, Onyx, is in the pre-operational stage. In preparation for full implementation, AED consultant Dr. Sherif Kandil developed a general information brochure for public distribution and a fact sheet for inclusion with electric bills. Since the start-up time for Onyx was delayed until Fall, 2001, the necessary information to complete both the brochure and fact sheet was not released. However, drafts of the documents were shared with senior officials in the Alexandria governorate and they are enthusiastic about producing these communication products in the future.

As part of the capacity building effort with the environmental specialists hired by the Alexandria governorate to monitor the solid waste management privatization process, Dr. Sherif Kandil organized training sessions for the Public Awareness and Communications Team (PACT). The training consisted of organizing a focus group to test the messages and design of the brochure and fact sheet with the PACT group as observers. Then a training session followed on how to conduct effective focus groups led by the professional researchers AED contracted to run the focus groups and the training.

Reactions to the training were very positive. A report of both the results of the focus group and the training program was submitted by the researchers.

The television station Channel 5 in Alexandria is producing two episodes per month, with AED support, on the solid waste management privatization effort in the community. One of the programs featured interviews with Dr. Sherif Kandil and Dr. Camelia Hegazy, Head of the Alexandria Education Directorate, focusing on the teacher training activities AED conducted.

Continuing with the development of an awards scheme for social mobilization on environmental issues in Alexandria and the Red Sea Governorate communities, AED consultant Dr. Irma Allen returned for her second trip. The purpose of this trip was to begin to organize steering committees and plan for conducting projects on solid waste management and energy efficiency. Dr. Sherif Kandil in Alexandria organized meetings with key officials in education and business, as well as government officials who needed to be aware of these activities. Eng. Hany Farid, AED consultant in the Red Sea Governorate, organized meetings with committees in the communities of Ras Ghareb, Hurghada, Safaga, and Quseir. Dr. Allen will return two more times to conduct training and capacity building seminars for operationalizing the awards scheme.

Formal and Informal Education

EEAA requested a series of educational videos to be produced on solid waste management, energy efficiency, and the Red Sea. An RFP was issued for the production of these videos with completion scheduled for August.

A special request from the Senior Advisor to the Minister, Dr. Ahmed Hamza, to translate and publish a World Bank technical book on sanitary landfills for solid waste management is in the final stages of production.

SUBTASK C – RED SEA: Tourist Development Authority/Red Sea
Governorate/Egyptian Environmental Affairs Agency

Public Awareness and Participation

AED contracted with a local media production firm, Image House, to develop a state-of-the-art brochure on the Red Sea Protectorates and a CD-ROM on Red Sea ecosystems. Both products are expected in July.

The Tourism Development Authority requested AED to produce 150 more outdoor signs for TDA properties in the Red Sea Governorate to complement the 50 AED already produced. TDA provided maps of locations for sign installation. Production and installation is scheduled for summer, 2001.

The 40 mangrove outdoor signs and 1 Wadi Gamel sign are in the final stages of design and approval and will be installed in July. These were produced for the EEAA Protectorates office in Hurghada on the Red Sea.

EEAA, The World Bank, and AED are collaborating on a Red Sea Clean-up Campaign. AED's consultant, Eng. Hany Farid, is coordinating the effort with schools, dive shops, and the EEAA Protectorates office in Hurghada. AED is providing logistical support, publicity, transportation, and tools for participants in the 5-day clean-up effort.

Formal and Informal Education

The Red Sea Learning Supplement developed by AED consultants Dr. Hassan Abou Bakr, Dr. Hala Adel, and Mr. El Moataz was delivered for technical review to EEPP counterparts. The book will be submitted for design and layout for publication this summer after revisions based on the reviews. The learning supplement includes four chapters, each with background papers, fact sheets and age-appropriate classroom activities.

SUBTASK D – GREEN CORNER/Integrated Care Society

Formal and Informal Education

Arabic and English versions of the Green Corner Activity Book were produced and distributed to Green Corner libraries. AED consultant Patricia Kubala was senior editor for both documents. EEAA is expanding the Green Corner library program to all 26 governorates in Egypt.

AED organized and sponsored two training workshops in May for Green Corner libraries held under the auspices of EEAA. AED consultants Dr. Hassan Abou Bakr, Dr. Hala Adel, Mr. El Moataz, and Mr. Ashraf Saad conducted the workshops. AED Logistics Coordinator Ms. Magda Gomaa managed all aspects of the workshop organization and implementation. The Aswan workshop covered the governorates in upper Egypt and the Alexandria workshop covered Cairo and the Delta. Over 35 participants attended each workshop, along with officials from EEAA.

The Ministry of State for Environmental Affairs and the Chief Executive Officer of EEAA requested AED to organize a national poster contest for Agenda 21 in anticipation of Rio+10 in Johannesburg in 2002. The Integrated Care Society and the Green Corner library network will manage the national contest. AED will provide technical assistance through consultant Dr. Hala Adel for organizational, logistical, and promotional support.

SUBTASK E – EGYPTIAN ENVIRONMENTAL POLICY PROGRAM

Public Awareness and Participation

AED designed and produced 2000 brochures on the ISO 14001 initiative with the 10th of Ramadan Industrial City in collaboration with the EEPP Program Support Unit. The English and Arabic versions of the brochure will be distributed to industry stakeholders and disseminated at conferences.

Large posters promoting the Egyptian Environmental Protection Fund were produced by AED for EEAA. The 150 posters will be used in conferences and meetings and displayed in prominent places to encourage participation in the fund's grant program.

The final review process for an EEPP occasional but regular newsletter will be completed in June and the newsletter ready for distribution to stakeholders interested in environmental issues. The newsletter features each of the agencies and counterparts in the EEPP program as well as contractor activity. Mr. Tarek Abdel Haye, Ms. Nermine Osman, and Ms. Patricia Kubala managed this activity.

The regular weekly bulletin of newspaper clippings of articles on the environment from nine newspapers was distributed to influential policy leaders. Ms. Nermine Osman manages this process and maintains the database.

AED is participating with agency and contractor working groups in the Tranche 2 work planning process for each policy measure. The goal is to integrate public awareness, communication, and education in support of the policy program.

Monitoring and Evaluation

Reports compiled by teachers in the three pilot schools in Alexandria were analyzed and summarized. As part of a monitoring and evaluation plan, the teachers were asked to complete forms whenever they used activities learned in the AED training workshops last summer. They describe what was used and how effective it was and suggest recommendations for improvement. The summary report compiled by Dr. Sherif Kandil indicates extensive use of the activities from the teacher's guide and materials provided.

Dr. Hoda Sabry, Director of the Egyptian Environmental Protection Fund, concluded the one-year pilot phase of the granting program. AED supported baseline documentation of the first grantees by conducting site-visits and providing broadcast quality digital videographic records that can later be transported as case studies to CD-ROM.

Planned Activities/Travel

- Dr. Hala Adel and Mr. El Moataz will conduct a solid waste management learning supplement training workshop in Damietta and Daqaleya governorates for teachers and administrators in July.
- Wadi Gamel and mangrove signage will be installed on EEAA Protectorates properties in the Red Sea Governorate.
- Outdoor signage will be installed on TDA properties in the Red Sea Governorate.
- The first edition of the EEPP newsletter will be published and delivered.
- The Red Sea Learning Supplement will be published.
- Three educational videos will be produced on solid waste management, energy efficiency, and the Red Sea.
- The World Bank book will be published in Arabic.
- The Environmentally Friendly Guidelines for Industrial Cities will be published in Arabic.
- The Environmental Business Directory will be published in English and Arabic.
- The EEAA Protectorates brochure will be produced and distributed.
- The Red Sea CD-ROM will be completed and distributed.
- The 12 energy efficiency fact sheets for a journalist press kit will be completed.
- A journalist workshop using the energy efficiency fact sheets will be conducted.
- An energy efficiency communications strategic plan will be developed and approved.
- The Agenda 21 national poster contest will be organized and underway.
- The EEAA Red Sea clean-up campaign will be completed.
- Dr. Irma Allen will return in August for training and program support for the Awards Scheme in Alexandria and the Red Sea Governorate.
- Ms. Lourdes Loch-Martinez, Deputy Director for the Center for Environmental Strategies at AED/DC will spend two weeks at the AED/Egypt office to interface with the financial management, conduct training of new personnel, and provide support in the contracts and procurement function.

AED/Egypt – Energy and Environment Training IQC

Contract No. LAG-00-98-00011-00, Task Order 803

Quarterly Report

January – March 2001

May 8, 2001

Submitted to U.S. Agency for International Development

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Task Description

The purpose of this Task Order is to assist the Egypt Environmental Policy Program (EEPP) partners – the Egyptian Environmental Affairs Agency (EEAA), the Organization for Energy Planning (OEP), and the Tourism Development Authority (TDA) – by providing technical expertise to design, implement, and evaluate public awareness, training and education activities in support of environmental policy measures. The EEPP is a four-year program to support policy, regulatory, and institutional reforms that promote environmental quality and protect natural resources. The three primary campaigns focus on issues related to energy efficiency, solid waste management, and sustainable tourism. Activities focus on developing and applying public awareness, education, training, and social marketing strategies, methods and tools tailored to specific policy constraints and opportunities in industrial pollution, municipal solid waste management, energy efficiency, urban air, and sustainable tourism. The outcome of these interventions will be the promotion of individual, group and institutional behaviors that better support policies and practices safeguarding environmental quality in Egypt.

At the broadest level, this assistance will contribute to USAID/Egypt's Strategic Objective No. 19, Management of the Environment and Natural Resources, in targeted sectors. AED provides a vehicle for further progress in achieving the purposes of the U.S.-Egyptian Partnership for Economic Growth and Development (known as the Gore-Mubarak Partnership) that includes the Sub-Committee for Sustainable Development and the Environment and the Sub-Committee for Education.

Activities

During this quarter, based upon the work plans submitted in October 2000, the field staff, along with significant technical assistance from the home office and local consultants, focused on implementation of all project components. These include research, development of mass communications and public affairs activities, environmental education under the US-Egyptian Partnership, and project administration. In addition, much time and effort was devoted to planning, procurement, and implementation for the 25th Anniversary of the USAID-Government of Egypt partnership held in Hurghada on February 27-March 1.

Dr. Mahmoud Youssef, long-serving Communications Director for the AED field office, resigned his position as of the end of January to pursue another opportunity. Dr. Mahmoud was subsequently retained as a consultant for the month of February to complete his vital role in facilitating the 25th Anniversary event in Hurghada.

Ms. Mariam Ahmed was employed in March as a consulting research assistant. Ms. Ahmed joins the AED field team with a distinguished background in research in the international development arena, having worked for international donors such as Canadian CIDA, Danish Danida, as well as on USAID project teams. She will assist Dr. Sami Omar, Senior Research Consultant, and Mr. Dan Hallett, Deputy Chief of Party, on the design and implementation of specific research projects.

Mr. Dan Hallett, Deputy Chief of Party, has assumed the lead role in developing Purchase Orders for procurement of services for the project, developing and administering research, Alexandria privatization efforts in solid waste management activities, and compiling the Quarterly Reports.

From February 18 to 22, Mr. Dan Hallett, Ms. Nathalie Augustin, Procurement Officer/Senior Administrator, and Ms. Nourhoda Adeel, Financial Manager, attended training seminars entitled USAID Administrative Compliance Requirements and Financial Management of USAID Awards.

Key Accomplishments/Issues

Work Plan

SUBTASK A – ENERGY EFFICIENCY: NEXANT/Office of Energy Planning

Public Awareness and Participation

AED/Egypt printed and delivered 2000 full-color booklets on the Egyptian Energy Service Business Association (EESBA). This non-governmental association represents the business interests of private companies offering products and services to the energy efficiency market in Egypt.

AED/Egypt also printed a leaflet presenting a 25-year retrospective on energy efficiency in Egypt. AED also produced 1000 twin CD-ROMs in English, distributed nationwide, on energy efficiency case studies and background information.

Dr. Sherif Kandil, AED's communications consultant, began participating and assisting in weekly meetings at Nexant in the development and preparation of a coordinated communications plan. The initial task involves distinguished experts in energy efficiency writing fact sheets on energy efficiency as background material for a journalist workshop.

AED/Egypt began the development and design of an Energy Efficiency Learning Supplement for use in secondary industrial schools.

AED/Egypt sponsored a meeting of the Energy Efficiency Council in Sharm el Sheikh in late February. The purpose of this meeting was to review the draft National Energy Efficiency Strategy.

SUBTASK B – SOLID WASTE MANAGEMENT: Egyptian Environmental Affairs
Agency/Ministry of Education

Public Awareness and Participation

Dr. Sherif Kandil continued his contribution to the Abt technical assistance training of Alexandria Governorate's Environmental Service Specialists (ESS) in the area of communications and public awareness. The ESS is a group of approximately 150 recent graduates hired by the Governorate to monitor the activities of the private company, Onyx, and to assist the public in interfacing with the company's activities. The ESS were involved in an intensive 6 months of training in preparation for Onyx's implementation of their governorate-wide integrated solid waste management contract, now scheduled to begin in May 2001. In addition, Dr. Kandil began more intensive training of the Public Awareness and Communications Team (PACT), a designated 14-member sub-group of the ESS.

Much of Dr. Kandil's work with the ESS and PACT focused on the development of a brochure to introduce the public to the upcoming solid waste management (SWM) system. Standard research elements were employed in the development of this brochure. Using the months of experience of the ESS in communicating with the public, they were asked to note their summary observations of the public's expectations, concerns, and sources of information about the upcoming project; then, they ranked the results to learn how to use these findings to develop the main messages for a brochure to address the public's concerns and needs to facilitate maximum cooperation with the project. The resulting draft brochure was well received by all local officials. Then, the PACT members were taught how to pre-test the effectiveness of the brochure, initially through their own evaluation of the messages, which resulted in several modifications. This "hands-on" training of the PACT will continue with a "pulsing" (informal) pre-testing with small representative focus groups to further refine the brochure.

From January 19 to February 3, Dr. Irma Allen, AED consultant specializing in the development and implementation of environmental public awareness and communications networks based around annual awards schemes, worked with Dr. Kandil in Alexandria, and with Mr. Hani Farid, AED Red Sea Governorate consultant, in determining the applicability of award schemes in these governorates in support of privatization of solid waste management and EEPP-sponsored Red Sea environmental activities, respectively. Dr. Allen met with key government officials and leaders of NGOs, educators, and business associations to assess their interest in forming environmental awareness networks based on annual awards, and found significant interest in such a scheme. She will follow-up this initial enthusiasm with another TDY in late April to assist in the set-up of the award scheme infrastructure. In the meantime, Dr.

Kandil and Mr. Farid are maintaining and expanding contacts in preparation for further implementation.

Formal And Informal Education

In late March, Dr. Hassan Abou Bakr and Dr. Hala Adel, with the assistance of Ms. Magda Gomaa, AED's logistics coordinator, under the Gore-Mubarak agreement, held solid waste management workshops in Aswan, Sohag and Qena Governorates for a total of 200 teachers and administrators representing 40 industrial secondary schools. The workshops were jointly sponsored by the Ministry of Education's Department of Environmental and Population Education, Egyptian Environmental Affairs Agency, and AED. Similar workshops are planned for Damietta, Daqaleya, and Cairo governorates.

Also in March, Dr. Sherif Kandil collected the activities forms from the three pilot technical secondary schools that were provided with the initial solid waste management learning supplement training workshops six months ago, and will analyze these documents toward the further improvement of the program.

SUBTASK C – RED SEA: Tourist Development Authority/Red Sea Governorate/Egyptian Environmental Affairs Agency

Public Awareness And Participation

A special unveiling ceremony was held during the 25th anniversary celebration in Hurghada at Al Ghouna for four Red Sea signs, attended by numerous dignitaries from USAID, US Embassy, and the Government of Egypt. Fifty of these attractive signs, with the message, "Let's Keep It This Way," will be placed on posts throughout the governorate on land under the jurisdiction of the Tourism Development Authority (TDA).

AED has completed the design of new Red Sea signage for Wadi Gemal (1), and for mangrove protected areas (40), and has submitted these final designs to the appropriate EEPP counterpart ministries for final approval for production and installation on EEAA Protected Areas.

As part of the 25th anniversary celebration in Hurghada, AED designed, developed, and delivered a series of posters for Red Sea Rangers' presentation of their activities for public venues.

AED has begun the design and development of a CD-ROM and a brochure on the Red Sea Protectorates.

Formal And Informal Education

A major Red Sea Learning Supplement for use by the Ministry of Education is in the final stages of development. In addition, The World Bank PERGSA project is interested in providing the Red Sea Learning Supplement and accompanying training workshops for Arab countries in the region.

Dr. Irma Allen assisted in the implementation of the Red Sea Governorate-wide student awards contests engineered by AED for the 25th anniversary celebration in Hurghada, where the awards were formally presented.

SUBTASK D – GREEN CORNER/Integrated Care Society

Formal And Informal Education

A Green Corner Activity Training Manual for school teachers and librarians was developed by Dr. Hassan Abou Bakr and Dr. Hala Adel, AED environmental education master trainers, and is in the process of final production. 500 English and 500 Arabic manuals will be distributed to 60 libraries and schools throughout Egypt's 26 governorates.

SUBTASK E – EGYPTIAN ENVIRONMENTAL POLICY PROGRAM

Public Awareness And Participation

A significant proportion of the AED staff's level of effort during the months of January and February was expended on the planning, logistical preparations, procurement and implementation needs for the 25th anniversary celebration of the USAID/Government of Egypt partnership held in Hurghada from February 27 to March 1, attended by 200 invited guests. While the US Embassy contracted out logistical arrangements for VIPs, specific events planning and implementation were delegated to appropriate EEPP partners, namely AED, PA Associates, and Nexant. Specifically, AED had primary responsibility for the Red Sea signage sub-event at the Al Ghouna development site, the student/Red Sea Rangers event at the Magawish hotel, the main reception on the final evening, the eight contractor exhibit booths, the Environmental Champion Awards, the Red Sea Governorate school competition, and support materials for EEPP and energy efficiency.

The Environmental Champion Awards were presented to five individuals in recognition of their work to improve Egypt's environment. These awards were chosen by the EEPP Ministries and the Red Sea Governorate and presented to the following recipients:

- Red Sea Governorate Award: Mr. Samir Abd El-Fattah for an environmental management system in a tourist resort.

- Ministry of Environment Award: Mr. Magdy Abd El-Maksood for environmental work with NGOs.
- Ministry of Tourism Award: Dr. Magda Ismail Samy for developing working groups in the field of tourism.
- Ministry of Petroleum Award: Mr. Alaa Hala for energy efficiency work at a site.
- Ministry of Education Award: Mr. Mostafa El-Masry for creating a school club to preserve the environment.

The following highlights the major contributions of AED staff members and consultants toward the preparation and execution of what turned out to be a very well received celebration:

- Mr. Hani Farid, consultant, Red Sea region coordinator: planning, coordinating and monitoring of the Red Sea Governorate students contests and performance; liaison with the Governor; primary organizer and master of ceremonies for the students/Red Sea Rangers event and the main reception.
- Dr. Sherif Kandil, communications consultant: master of ceremonies for the Governor's reception; scriptwriter for main reception master of ceremonies.
- Dr. Hassan Abou Bakr, education consultant: assistant master of ceremonies for the student/Rangers event.
- Dr. Mahmoud Youssef, communications director: site logistics and coordination; airline and hotel reservations.
- Ms. Patricia Kubala, copy editor: editing and design assistance of written materials.
- Ms. Nermine Osman, communications assistant: communications with vendors for most of the procurement activities, photographer, and commemorative photographic journals of the event.
- Ms. Nourhoda Adeel, financial manager: paymaster for procurement activities and travel for AED staff.
- Ms. Nathalie Augustin, legal officer: purchase order controller.
- Ms. Seftab Jabi, administrative assistant: logistics and communications assistance; management of simultaneous translation services.
- Ms. Magda Gomaa, logistics coordinator: logistics coordination; design and procurement of all medals, Environmental Champions awards plates, commemorative pins, and award certificates.
- Mr. Dan Hallett, deputy chief-of-party: overall procurement coordinator; site officer for exhibition booths and signage ceremony; site manager for photographer.
- Dr. Lynn Mortensen, chief-of-party: overall coordinator of AED activities.

AED developed and printed 3000 brochures providing information of EEPP in time for initial distribution at the 25th anniversary celebration.

Weekly collection and distribution of newspaper clippings of articles on the environment from nine newspapers continued. These are delivered to sixteen influential policy leaders in government and the private sector, and this service has proved to be very popular and appreciated by the recipients. Ms. Nermine Osman prepares and distributes this bulletin and maintains a database on the number and content of articles published.

Formal And Informal Education

On March 25, AED conducted an interagency seminar on the Solid Waste Management Learning Supplement for 15 senior officials in the EEAA and Ministry of Education at a local Cairo hotel. A recommendation resulting from this meeting was to hold roundtable discussions with decision makers, undersecretaries and top officials to discuss the integration of environmental educational materials in school curricula.

Monitoring and Evaluation

Dr. Sami Omar, AED/Egypt's senior researcher, provided research service to the EEPP's Program Support Unit (PSU) to determine the extent of knowledge, attitudes and practices of industries in the 10th of Ramadan Industrial City. This was conducted prior to PSU's initial workshop promoting the development and adoption of Environmental Management Systems by industries, with the ultimate goal of ISO 14001 certification. Dr. Omar carried out this survey in January using a questionnaire developed cooperatively by AED and PSU in concurrence with EEAA and USAID. Dr. Omar trained the staff of the 10th of Ramadan Higher Institute of Technology in the implementation of this activity, thus adding an important local capacity building element to this exercise. Dr. Omar then analyzed the results and produced a report to PSU on the findings.

Dr. Omar also evaluated the first two Omnibus Surveys carried out in the year 2000, designed to capture baseline and changing knowledge, attitudes and practices toward all EEPP program objectives of the urban public. The purpose of this evaluation was to make adjustments for the upcoming third Omnibus Survey to better capture the public's responses to program initiatives that have and will be implemented.

EEAA's Environmental Protection Fund director, Dr. Hoda Sabry, held a meeting on February 20 with AED's research consultants, Dr. Sami Omar and Ms. Mariam Ahmed, seeking AED public awareness and research assistance in documenting this pilot year of implementation. The aim of this first year of the Fund was to support six projects with three grants and three subsidized loans for capital improvements to improve waste management. Specifically, AED was asked to: 1) document the pilot as case studies, including pre-award conditions, project implementation activities, and resultant conditions for all six recipients; 2) evaluate the communications and awareness approaches used in the pilot year, and recommend future campaigns for awareness and participation; and 3) financially support the Fund in the production of an annual report for

the pilot phase to be presented by the end of June 2001 (at which time some disbursements should have been made).

Planned Activities/Travel for the Upcoming Quarter

- Drs. Hassan Abou Bakr and Hala Adel will conduct a solid waste management learning supplement training workshop in Damietta, Daqaleya, and Cairo Governorates for teachers and administrators.
- Wadi Gemal and mangrove signage will be delivered to the Tourism Development Authority.
- The first edition of the EEPP bi-monthly newsletter will be published and delivered.
- The Red Sea Learning Supplement will be published, and training in its use will begin in the Red Sea Governorate.
- English versions of the Green Corner Activity Booklet and the Solid Waste Management Learning Supplement will be published.
- Green Corner symposium and librarian training workshops will be conducted in Alexandria and Aswan in May with representatives from all 26 governorates.
- Dr. Sherif Kandil will continue to provide training and capacity building for the PACT members in the provision of public awareness and communications activities for the Alexandria Governorate's integrated solid waste management privatization project's monitoring efforts. This will begin with focus group pre-testing of the brochure and fact sheets scheduled for distribution in April/May 2001.
- Dr. Sherif Kandil will continue to assist Nexant in the development of journalist fact sheets on Energy Efficiency as background support material for an upcoming journalist workshop.
- Dr. Orlando Hernandez, senior researcher in AED/Washington, will visit AED/Egypt in April 2001 to assist in the development of an integrated research strategy for the EEPP activities planned for Tranche 2.
- Dr. Irma Allen, awards scheme specialist, will revisit Alexandria and Red Sea Governorates in April/May 2001 to begin activating the award schemes that will stimulate public awareness and communications around EEPP initiatives.
- Mr. Richard Bossi, Director of AED/Washington's Center for Environmental Strategies, will conduct a management site visit to Cairo, Hurghada and Alexandria. During his 10-day stay, he will interface with USAID and partner contractors on AED's role in Tranche 2.

AED/Egypt – Energy and Environment Training IQC

Contract No. LAG-00-98-00011-00, Task Order 803

Quarterly Report

October – December 2000

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Task Description

The purpose of this Task Order is to assist the Egypt Environmental Policy Program (EEPP) partners, which include the Egyptian Environmental Affairs Agency (EEAA), the Organization for Energy Planning (OEP), and the Tourism Development Authority (TDA). It serves to provide technical expertise in the design, implementation, and evaluation of public awareness, and the training and education activities in support of environmental policy measures. The EEPP is a four-year program that supports policy, regulatory, and institutional reforms that promote environmental quality and protect natural resources. The three primary campaigns comprising this project focus on issues related to energy efficiency, solid waste management, and sustainable tourism. We directly impact these issues by developing and applying public awareness, education, training, and social marketing strategies. In addition, methods and tools tailored to specific policy constraints and opportunities in industrial pollution, municipal solid waste management, energy efficiency, urban air, and sustainable tourism, are produced. The outcome of these interventions will be the promotion of individual, group, and institutional behaviors that increase the support of policies and practices safeguarding environmental quality in Egypt.

At the broadest level, this assistance will contribute to USAID/Egypt's Strategic Objective No. 19, Management of the Environment and Natural Resources in targeted sectors. The Academy for Educational Development (AED) provides a vehicle for further progress in achieving the purposes of the U.S.-Egyptian Partnership for Economic Growth and Development (known as the Gore-Mubarak Partnership) which, includes the Sub-Committee for Sustainable Development and the Environment, and the Sub-Committee for Education.

This task order builds on the work of a previous GreenCOM (Environmental Education and Communications Project) project conducted in 1999-2000. Completion and dissemination of some products from the end of GreenCOM in September occurred during the first quarter of this IQC. In addition, some activities built on GreenCOM projects allow a seamless transition in support of EEPP.

Activities

Based upon the work plans submitted in October 2000, the field staff, along with significant technical assistance from the home office and local consultants, focused on implementation of all project components. These include research, development of mass communications and public affairs activities, environmental education under the US-Egyptian Partnership, and project administration.

A new Deputy Chief of Party, Mr. Dan Hallett, assumed this position effective December 1, 2000. Mr. Hallett is an environmental engineer with significant experience in Egypt and the Middle East on previous USAID projects. He brings experience in program management, communication, and environment to the team.

Ms. Dee Bennett served as Acting Chief of Party and Program Manager and Communications/Marketing Technical Assistant from the AED Washington, DC office from

October 1 – November 30, 2000 until a complete administrative team was in place in Egypt. Since December 1 she provided Communications/Marketing Technical Assistance.

Dr. Lynn Mortensen officially became Chief of Party December 1 when the new Deputy was in place, having served as Deputy since July 1, 2000 under the GreenCOM contract.

Mr. Hany Farid is a new consultant with AED, with a satellite office in Hurghada, Red Sea Governorate. Mr. Farid will be the local contact for organizing events and activities associated with the USAID 25th Anniversary event, the Red Sea public awareness campaign, and Red Sea teacher training and education material development. In addition, he will serve as liaison to the Governor's office, the Education Directorate, the Program Support Unit (PSU), the regional TDA office, the regional EEAA protectorates office, and community leaders.

Key Accomplishments/Issues

SUBTASK A – ENERGY EFFICIENCY NEXANT/Office of Energy Planning

Public Awareness and Participation

AED/Egypt provided technical assistance in the design of booklets on the Egyptian Energy Service Business Association (EESBA). This non-governmental association represents the business interests of private companies offering products and services to the energy efficiency market in Egypt. The booklets will be printed in full color and ready for distribution in winter 2001.

Technical assistance was provided by AED to Nexant, OEP, and EEAA on the writing, editing, design, and production of a publication covering the international convention on climate change held at The Hague in November. The 12-page full color booklet, entitled “Global Climate Change: Egypt Faces the Challenge,” focused on energy efficiency initiatives in Egypt, as part of an emissions reduction national action plan. Five hundred copies of the booklet were distributed at the convention of 160 nations and another 1500 were printed for local distribution.

AED, in coordination with OEP, sponsored 15 daily radio programs on energy efficiency that aired at high-traffic times on the Youth and Sport radio station during Ramadan in December. The estimated audience for these 5-minute programs was 5-6 million people, and targeted the general public.

The print ad campaign included magazine inserts featuring energy efficiency tips. They were printed in Noss Al Donia, and prepared by AED. Distribution of the magazine is 160,000. In addition, seven weekly half-page ads, followed by a calendar for the New Year, ran in Noss Al Donia magazine. The themes focused on saving money on your energy bill, and how to make home appliances more efficient. Two color supplements and five weekly half page ads were produced in the weekly children's magazine Alaa Al Din. The theme was think and play with energy.

A briefing meeting with nine journalists, which specialized in women and family issues, was organized in November. Dr. Hany Al Nakeeb, CEO of OEP, chaired the two-hour meeting. Participants discussed the role of media in increasing the level of awareness among their audiences, and how to urge households and children to have a more active participation in energy efficiency. The journalists represented major daily papers in Egypt (Al Ahram, Al Akhbar, and Al Gomhoria) and major weeklies (Noss Al Donia and Hawaa).

An international workshop that focused on energy efficiency, codes, and standards, was organized by OEP and held in November. AED co-sponsored the event, and handled the logistics for lodging, media coverage, simultaneous translation, and exhibits. Over 100 participants attended the two-day event. Dr. Mahmoud Youssef, AED Communications Director, managed AED's role in this event.

Over 2000 Arabic versions and 1500 English versions of the Energy Efficiency Council booklet produced by AED for OEP were delivered to Nexant for distribution.

Formal And Informal Education

OEP organized a celebration to award the student energy efficiency competition winners, and was announced in July newspapers and magazines. AED supported the ads of announcements and managed media coverage of the event including print and electronic media, interviews with some of the winners by the Youth and Sport national radio station, a one-hour talk show with Dr. Hany Al Nakeeb (CEO of OEP), and daily and weekly newspaper articles.

SUBTASK B – SOLID WASTE MANAGEMENT: Egyptian Environmental Affairs Agency/Ministry of Education

Public Awareness And Participation

AED is working with Abt Associates, the technical assistance providers to the Alexandria solid waste management privatization project. Abt's public awareness sub-contractor, Community and Institutional Development (CID), is helping to develop public awareness campaigns strategy which aims to prepare the citizens of Alexandria for the upcoming implementation (beginning March) of the Integrated Solid Waste Management (SWM) private contract. AED's consultant in Alexandria, Dr. Sherif Kandil, was an active participant in the intensive training of the 160 Environmental Service Specialists chosen to monitor the SWM contractor. Mr. Dan Hallett met several of the key officials in Alexandria and observed the training sessions in preparation to design an overall communications strategy. This will involve market research, design, and implementation of a community-wide public awareness campaign, to begin early in 2001.

A request for proposals was issued in October, and responses were reviewed in November. The solicitation called for an additional 3-4 television and radio ads featuring the Khadra character. These ads would also build on the first two ads on solid waste management practices. The agency was selected and the subcontracting process was begun in December. AED procurement specialist, Ms. Nathalie Augustin, managed the RFP process and the subcontracting process. The ads are scheduled for development in January and February, and will air sometime later in

the spring or summer. The Minister of State for Environmental Affairs requires the first two ads to be edited further and these are scheduled to air upon completion in January.

KHADRA

AED, in collaboration with the Ministry of State for Environmental Affairs, created a new character and spokesperson for the Egyptian Environmental Policy Program. Khadra, meaning “green”, is an animated sunflower girl who presents positive messages about environmental behavior.

Khadra was pre-tested through focus groups in three communities that represented geographic, demographic, socio-economic, and age diversity. She was tested for character acceptance, message clarity, graphic quality, and motivational ability. Results of the pre-tests indicated wide acceptance and understanding of the messages. After some minor modifications (based on the feedback of the focus groups), Khadra was submitted for review to the Minister of State for Environmental Affairs, and USAID. Khadra will serve as a nation-wide public awareness campaign on solid waste management.

Khadra was introduced in Egypt through a variety of venues:

Outdoor Signage

- 97 street signs installed in high traffic areas in Cairo and Giza reaching 1.2 million motorists per day.
- 110 lighted lamp pole signs installed in high traffic areas: 60 in Alexandria, 25 in Qalyobia Governorate (10 in Shubra Al Khema, 15 in Banha, the two main cities of Qalyobia), and 25 in Hurghada. Approximately 1.5 million passengers coming from Alexandria and the central and east Delta to Cairo pass through Shubra Al Khema daily.
- 24 underground metro billboards in 8 metro stations in Cairo with ridership of 1.25 million per day.
- 20 large signs posted on buses in Cairo on heavy usage routes, with ridership of 3.5 million per day.
- 20 large billboards in high visibility locations in Cairo.

Community Outreach

- 5000 school posters with tips on solid waste reduce/reuse/recycle placed in schools nationwide.
- A new Khadra song played daily for 15 days in Ramadan on the Youth and Sports radio station that introduced the daily competition on energy efficiency issues. The main theme of the competition was “how to make savings on your energy bill” with information tips shared in a 5-minute program. Questions for viewers were raised, and correct answers within one hour, would win a prize of LE 200. Approximately 95 calls were received daily.
- 10,000 calendars for 2001 in pocket- & wallet-size for public distribution.

Mass Media

- Two 45-second spots are in final edit for airing on national and regional television stations.
- Two 45-second radio spots are completed and ready for airing on national radio stations.

Formal And Informal Education

A release event for the Solid Waste Management Learning Supplement for Secondary Technical Schools, was held in the evening of October 17, 2000, Alexandria. Over 60 dignitaries from the Ministry of Education, the Education Directorate, Alexandria University, Alexandria City Council, NGOs, international donors, and the private sector were invited. The event included a reception, demonstration, discussion, and dinner. As a result of this event, partnerships were negotiated to sponsor additional teacher training workshops throughout Egypt, which will be scheduled in 2001. Dr. Sherif Kandil, Dr. Hassan Abou Bakr, Dr. Hala Adel, and Ms. Magda Gomaa organized and carried out the very successful event.

Three teacher-training workshops for 40 teachers were held in Alexandria, with the three pilot secondary technical schools. One day was spent in each school from October 18-20. These workshops demonstrated the effective use of multi-media materials including a CD-ROM, video of success stories, overhead transparencies, classroom activities, and background papers. The schools were also given materials/equipment necessary to conduct the activities. Each school had prepared a presentation that detailed what they had done with students since the July summer training workshop. Some had launched a school/neighborhood clean-up campaign, started a conservation club, or designed school posters and recycling receptacles. The enthusiastic response from the students and teachers was gratifying and indicated how appreciative an underserved population such as technical schools is for quality materials, information, and training.

In late November, a teacher-training workshop was held in the Red Sea area for 35 teachers who represented each secondary technical school in the Governorate. The Solid Waste Management Learning Supplement was distributed and demonstrated by AED master trainers Dr. Hassan Abou Bakr and Dr. Hala Adel, as was done in the Alexandria training program.

Distribution of the Solid Waste Management Learning Supplement to all Secondary Technical Schools in Egypt numbered 1640 (two sets to each school). Another 200 sets were distributed at the Alexandria and Red Sea workshops. Distribution was handled by AED staff: Ms. Seifatab Jabi, Ms. Magda Gomaa, and office assistants Mr. Mohamed Abdel Hadi and Mr. Hossam Labib.

SUBTASK C – RED SEA – Tourist Development Authority/Red Sea
Governorate/Egyptian Environmental Affairs Agency

Public Awareness And Participation

TDA and Sheraton Hotels organized a three-day festival in November for students from 40 schools as part of the “Teen Defenders” network. Dr. Mahmoud Youssef, Communications

Director, arranged for media coverage of the events, which included a booth that each school could use for the exhibition of wall magazines, paintings, articles, posters, recycled products, and lab experiments. Mr. Wagdi Riad Ayed, Media Relations specialist, arranged the publication of four articles in major dailies and a weekly newspaper.

All signage designed for the Red Sea campaign was installed. This included 25 road signs in Hurghada; one billboard in the airport interiors in Hurghada, Luxor, Sharm Al Sheikh, Aswan, Alexandria, and Cairo; T-poles in Hurghada, Safaga, Quseir, and Marsa Alam; 16 signs in the Cairo underground metro stations; and 25 outdoor signs on TDA property in the Red Sea. A special Ministerial installation ceremony for one of the beach signs will take place at the USAID 25th Anniversary event in Hurghada in February 2001.

Nearly 6600 Red Sea posters were distributed to travel agencies across Egypt, hotels in the Red Sea Governorate, and schools. Ms. Seifab Jabi and Ms. Nermine Osman of AED, managed the distribution.

SUBTASK D – GREEN CORNER/Integrated Care Society

Formal And Informal Education

Editing and English translation of the Green Corner Activity Book, and the English version of the Solid Waste Management Book, continued this quarter. Ms. Patricia Kubala provided translation and editing assistance. Publication is expected early in 2001.

SUBTASK E – EGYPTIAN ENVIRONMENTAL POLICY PROGRAM

Public Awareness And Participation

Work began on the design of two brochures for the AED program, one describing AED, and one describing the Cash Transfer mechanism. Pending approvals for these brochures from all AED partners, printing and distribution is scheduled for the USAID 25th Anniversary event.

AED is responsible for producing a new bi-monthly Arabic/English general public newsletter for the AED program, which informs the public and stakeholder groups about the work in this partnership. The first newsletter is scheduled to launch at the USAID 25th Anniversary event. The AED media and communications team began planning the newsletter. The team consists of AED media relations specialist Mr. Wagdi Riad Ayad, a senior environment editor at Al Ahram; Mr. Fauzy Mohamed, Arabic editor; Ms. Nermine Osman, communications assistant; Ms. Patricia Kubala, English editor; and Dr. Mahmoud Youssef, Communications Director. The first issue will focus on the Red Sea and on AED accomplishments in Tranche I.

Weekly bulletins of newspaper clippings are distributed to sixteen influential policy leaders in the government and private sector associated with AED. This practice began under GreenCOM and is very well received and appreciated. Nine newspapers are searched and relevant issue articles are cut, pasted, and summarized in English, then compiled and distributed. The newspapers are Al Ahram, Al Akhbar, Al Gomhouria, Al Wafd, Al Alam, Al Youm (all

Egyptian dailies), and Al Massa, Al Ahram, and Al Osbou (weeklies). The issues searched are energy, solid waste management, Red Sea, Green Corner, pollution, and Ministry of Environment policies. Ms. Nermine Osman prepares and distributes this bulletin.

New Information Technologies

A new AED web site is being developed through the PSU, with technical assistance from AED's IT specialist, Mr. Mohamed Shaheen. The web site will provide links to partner sites, and will have a special feature for password login of members. This will allow members to share data and information. A weekly E-bulletin is circulated and Ms. Nermine Osman manages the contributions from AED.

Monitoring And Evaluation

An effort to promote the development and adoption of the Environmental Management System (EMS) by industries in the 10th of Ramadan Industrial City, is supported by the AED Program Support Unit (PSU). A component missing from the promotion strategy, was research to determine the extent of knowledge, attitudes, and practice of the target group (industries in 10th of Ramadan City). AED/Egypt's senior researcher, Dr. Sami Omar, designed a survey in collaboration with the PSU, USAID, and EEAA. The semi-structured interview schedule was reviewed, revised, pre-tested, and completed for implementation in December 2000. The survey will be conducted early in 2001.

A pre-test for content knowledge on solid waste management was administered to secondary technical school teachers from the three pilot schools in Alexandria and all secondary technical schools in the Red Sea Governorate. Results from the pre-test will be compared with a post-test administered 3-6 months later. Documentation of classroom activities used, and analysis of their effectiveness, was compiled in notebooks by the 75 teachers in the pilot schools during this quarter.

Planned Activities/Travel

- Dan Hallett, working with AED consultant Dr. Sherif Kandil, will continue to work with the Clean Alexandria SWM initiative, providing capacity building technical assistance to the Governor's environmental support specialists team in all aspects of public awareness. He will be prepared to assist the Governorate in a full communications strategy when requested if within budget restrictions.
- The entire AED/Egypt staff will continue to provide its specialized support to USAID/Cairo in preparation for, and coordination of, the 25th Anniversary of the USAID/Government of Egypt partnership event of February 27 - March 1 in Hurghada, Red Sea.
- The AED and Cash Transfer Program brochures, as well as the initial AED newsletter will be produced with distribution scheduled at the 25th Anniversary event.
- SWM teacher training workshops will be conducted in Aswan, in collaboration with the British SEAM project in Sohag and Qena governorates. A Green Corner symposium will

be held for the Integrated Care Society and a Green Corner teacher training workshop will be conducted in Aswan.

- The Red Sea Learning Supplement will be in final production.
- The Egyptian Energy Service Business Association (EESBA) brochure will be produced and distributed for OEP.
- Dr. Irma Allen, environmental education consultant, will visit Alexandria and Hurghada in January. Dr Allen will provide technical assistance in the planning, organization, and development of materials to launch the Red Sea and Alexandria Governor's Environmental Awards Scheme, as well as assist the Red Sea Governorate's Education Directorate in implementing its student awards contest for the 25th Anniversary event.
- Dr. Sami Omar, senior research consultant, will analyze the first and second Omnibus Surveys toward developing and administering a third Omnibus Survey.
- AED/Egypt staff will assist USAID/Cairo in planning Tranche 2 activities for the EEPP.
- Richard Bossi, Director of the Center for Environmental Initiatives of AED/Washington, will visit the AED/Egypt project.

APPENDIX A – LIST OF CONTACTS

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